

## ***MGT 293-002: Strategic Branding***

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### Course Description

Welcome! How does your favorite brand seem to understand you so well? How did their marketing team get inside your head like that? How do marketers come up with creative ideas?

Good news: You don't have to consider yourself creative to succeed in branding... you just have to be aware, organized, and strategic.

In today's marketing landscape, branding and content marketing that drive conversions are some of the most essential and sought-after skills in marketing. This course will provide students with a comprehensive understanding of branding strategies and implementation. We will explore strategic branding through brand positioning, brand building and creation, brand implementation, brand growth, and brand management. Through these topics, we will explore applications of branding in both the traditional and digital marketing landscape.

Case studies, readings, templates, and guided exercises will enhance the learning experience, concluding with an experiential learning assignment designed to help students gain skills and expertise to enhance their marketing careers.

### Course Materials

- **"Aaker on Branding: 20 Principles that Drive Success"** (David Aaker) Morgan James Publishing, ISBN: 978-1614488323
- **"Building a Story Brand: Clarify Your Message So Customers Will Listen"** (Donald Miller) Harper Collins Publishing ISBN: 9781400201839
- HBR Textpak Noted as **[HBS]** in the listed readings
- Linked items through the UC Davis library. If noted, some links will need to be accessed from on campus or by using the [library VPN](#). Some items will need to be searched for directly. The link will take you to main the HBR page of the library. Click on "Search within this publication" and then search for "AN [Insert number]" in the second field.

## Course Requirements

**This course will receive a letter grade made up of the following components:**

**Assignment 1: Pepsi/Coke email to instructor prior to the start of class (5%).** Send a note (in Canvas) to the instructor prior to the start of class and let her know if you prefer Pepsi or Coke and three reasons why you prefer your chosen brand. Note: You need to commit to one... that's part of the fun!

**Assignments 2 & 3: Individual Case Write Ups (15% each).** Pick two cases and write memos of no more than 500 words answering assigned questions. Specific question sets will be provided one week before the due date for each case. Due dates for chosen cases will follow the weeks that case readings are assigned. One case must be completed by week 5, the other by week 10.

**Assignment 4: Group Project Brand Statement (5%).** Group Assignment Brand Statement Due (instruction for this will be provided during week two).

**Assignment 5: Group Project (40%).** Groups will produce and present a creative brief for a brand of their choice (details, templates, and examples will be given in class). *Note: Graphic design, photography, video, etc. skills are NOT needed for this project (this is a common question that comes up). I will teach you what you need to know in this regard.*

**Assignment 6: Class participation (20%).**

## Class Behavior and Operations

1. In order to facilitate a learning environment where all students feel safe to grow, it is expected that all students treat each other with respect and dignity, encouraging learning, sharing, and new ideas.
2. Of course, it is not acceptable behavior to insult, harass, or demean any member of the class. Professional business behavior should be modeled in the classroom.
3. Students are required to adhere to the UC Davis Principles of Community, [linked here](#).
4. Engagement and discussion will be significant learning tools for this course. Students are expected to be focused on the discussion at all times and to participate as much as possible. Use of devices (smartphones, laptops, etc.) is permitted, as long as they are being used to find examples that enhance class discussion and activities.
5. Marketing is a dynamic and complex field and when practiced properly can introduce new perspectives, change behavior, and even change the world. That's pretty incredible! Students should come open to learning new ideas and strategies. Above all, I hope that students are prepared to have some fun and be amazed at the ideas they can produce when given the right tools and frameworks. Marketing is one of my great passions in life and I hope it rubs off on those I teach!

## Course Schedule

Tuesdays: 6:10-9:00 p.m.; Gallagher Hall

### **Week One: Introduction to Strategic Branding**

#### **Reading**

Aaker: Part I & II

HBS Core Curriculum - Marketing Reading: Brands and Brand Equity (Deshpande, Keinan) HBS 8140 [HBS]

#### **Assignment**

Write a note to the instructor prior to the start of class and let her know if you prefer Pepsi or Coke and three reasons why you prefer your chosen brand. Note: You need to commit to one... that's part of the fun! We'll revisit this in class!

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### **Week Two: Brand Positioning**

#### **Reading**

HBR Article: [Three questions you need to ask about your brand](#) (Keller, Sternthal, Tybout) [Needs VPN, search for, "AN 7269414"]

HBS Core Curriculum - Marketing Reading: Brand Positioning (Avery, Gupta) HBS 8197 [HBS]

#### **Assignment**

None due this week

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### **Week Three: Brand Building and Creation: Storytelling, Vision, and Messaging**

#### **Reading**

Miller: Sections I & II

HBS Background Note: Brand Storytelling (Avery) HBS 519049 [HBS]

HBS Case: Gillette and the #MeToo Movement (Rowe, Khambati) HBS W20544 [HBS]

#### **Assignment**

Optional Case (must turn in two case memos by the end of the quarter and one by week 5).

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### **Week Four: Brand Building and Creation: Persuasion and Influence**

#### **Reading**

HBR Article: [How to Persuade People to Change their Behavior](#) (Berger) [Needs VPN]

HBR Article: [Harnessing the Science of Persuasion](#) (Cialdini) [Needs VPN, search for, "AN 5329110"]

#### **Assignment**

Group Brand Statement Due (instruction for this will be provided during week three).

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## **Week Five: Brand Building and Creation, Assets**

### **Reading**

Aaker: Part III

HBS Case: Selecting a New Name for Security Capital Pacific Trust (Fournier, Wojnicki) HBS 500054 [HBS]

### **Assignment**

Optional Case (must turn in two case memos by the end of the quarter and one by week 5 (this week)).

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## **Week Six: Branding Implementation: Brand Audit and applications in traditional marketing**

### **Reading**

HBS Case: The Park Hotels: Revitalizing and Iconic Indian Brand (Avery, Chekitan) HBS 314114 [HBS]

### **Assignment**

Optional Case (must turn in two case memos by the end of the quarter).

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## **Week Seven: Brand Implementation: Applications in digital marketing**

### **Reading**

Miller: Section III

HBR Article: [Secrets of Social Media Revealed 50 Years Ago](#) (Aaker) [Needs VPN]

HBR Article: [Branding in the Digital Age](#) (Edelman) [Needs VPN, search for, "AN 55461895"]

### **Assignment**

None due this week

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## **Week Eight: Brand Management: Managing Brand Growth and Brand Extension**

### **Reading**

Aaker Part IV & V

HBS Case: AWAY: Scaling a DTC Travel Brand (Avery, Fuller) HBS 520051 [HBS]

### **Assignment**

Optional Case (must turn in two case memos by the end of the quarter).

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## **Week Nine: Brand Management: Internal Branding and Measuring Brand Effectiveness**

### **Reading**

HBS Case: Best Self or Best Company? Peloton Searches for a Voice (Murray) HBS UV7898 [HBS]

### **Assignment**

Optional Case (must turn in two case memos by the end of the quarter).

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## Week Ten: Conclusion: Personal Branding and Project Presentations

### Reading

HBS Background Note: Applying the principles of branding to build personal brands (Petersen) HBS ES1466  
**[HBS]**

### Assignment

Group creative briefs due

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*Thank you... now go change the world with your brand messaging, stories, and value!*